

ABSTRACT OF THE DISCLOSURE

An integral, generally rectangular corrugated fibreboard blank folds to form an insert having three air cells for cradling and protecting a product. Two of the air cells stand vertically with the third air cell suspended between them. A product rests on the third air cell and is received and captured between the vertical air cells. The insert, with the product in place, fits into a box where tabs projecting from the insert cooperate with the box to form two more air cells at the opposite ends of the insert.

5